



March 4, 1996

Mr. Jose Fontanez
 Director of Event Sponsorship
The Philip Morris Companies, Inc.
 120 Park Avenue - 12th Floor
 New York City, NY 10017

Dear Mr. Fontanez:

I am enclosing the proposal we've developed to encompass the many facets of the 130th Anniversary of the famous **Chisholm Trail**. As you will see, we are bringing together a very diverse group of communities and individuals in this project and are aiming far beyond the regional, to embrace national and global appeal.

Traveling up and down the **Chisholm Trail** from Kansas to Oklahoma to Texas and back this past year, I was struck by the fact that this *really is* **Marlboro Country!** . . . and how inextricably cigarettes are connected to the cowboy. As with his modern counterpart, the cowboy on the *Old Chisholm Trail* not only took pleasure from a good smoke, but often gauged the distance traveled in cigarettes already smoked! And there are dozens of other fascinating historic anecdotes that add to a rich and wonderful heritage. Once you've had a chance to look through these pages, I'm sure you'll agree that there are many unique opportunities and solid reasons for *The Philip Morris Companies* to support this project as a *founding corporate sponsor!*

Should you, or your colleagues have any comments or suggestions, we are always open to ways in which to expand and improve our celebration plans. I particularly appreciate your early interest in what we're doing and in giving me the opportunity to tell you more about it.

We respectfully extend an invitation to **Philip Morris** to join us as a *founding sponsor* and we look forward to a long and positive relationship.

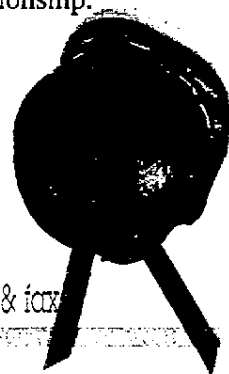
Sincere best regards,

Duhhaine Waeker
 Duhhaine Waeker
 Executive Producer

The Chisholm Trail Organization

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Visit us on the Internet at: <http://www.scl.ksu.edu/env/trail/index.htm>



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